

Annie Turner Winchester

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Talented Senior Copywriter with a strong background in crafting compelling and effective messaging strategies for diverse marketing campaigns and driving engagement in the pet health industry. Passionate about leveraging storytelling to connect with pet owners and improve the lives of pets.

Experience

Senior Copywriter; Brand Content Specialist

Independence Pet Group | 7/2022-Present

- Developed and executed comprehensive copy strategies for pet insurance brands and other brands under IPG, focusing on pet health and wellness.
- Provide strategic direction and mentorship to the copywriting team, guiding collaboration and creation of pet-centric content, ensuring high-quality and persuasive copy for marketing materials.
- Created engaging and compliant copy for various pet insurance and pet health products, maintaining brand voice consistency and pet owner appeal.
- Spearheaded brand refresh initiatives, emphasizing transparent, compassionate, and empathetic messaging and customer education.
- Collaborated cross-functionally to execute integrated campaigns promoting responsible pet ownership, adoption, and various pet health initiatives.

Copywriter; Brand Development

Freelance | 2018-2022

- Developed tailored copywriting strategies for small businesses across digital platforms.
- Created engaging content for websites, social media, email campaigns, and advertisements.
- Aligned messaging with brand voice and objectives, driving actions and engagement.
- Orchestrated end-to-end development and implementation of brand voice strategies.

Junior Copywriter

Intersection [formerly Titan360] | 2013-2015

- ☑ Contributed to winning bid and RFP for NYC DoITT's LinkNYC project.
- ☑ Collaborated on HR materials and served as a ghostwriter for company leaders.
- ☑ Produced on-brand marketing content and managed editorial calendars.

Skills

- Conceptual development and ideation for pet-centric marketing campaigns.
- Direct Response writing expertise for pet industry products and services.
- Strong presentation and client-facing communication skills with a focus on pet owner engagement.
- Project management and deadline adherence.
- Collaborative leadership and mentorship abilities.
- Comprehensive understanding of digital marketing principles and SEO for pet-related content optimization.
- Analytical skills for data-driven insights.
- Proficient in brand voice development and narrative storytelling, specifically tailored for pet audiences.
- In-depth knowledge of the pet insurance industry, pet health and wellness trends, and responsible pet ownership initiatives.
- Experience with Adobe suite, Microsoft suite, Figma, Miro, Umbraco for pet industry content creation and design.

Knowledge

- In-depth knowledge of the pet health industry, including trends, customer preferences, and compliance.
- Understanding of subscription-based business models and strategies for customer retention and engagement.
- Awareness of the pet health and wellness marketing landscape, including current developments, trends, and innovations.
- Expertise in branding principles, brand voice, and how copy contributes to brand positioning.
- Familiarity with various marketing channels, such as social media, email, website, paid ads, and content marketing.
- Experience with Adobe suite, Microsoft suite, Figma, Miro, Umbraco.

Education:

Bachelor of Arts in English Literature & Composition, State University of Cortland at New York, 2013